

## Capital Merchants Use Parcel Post to Distribute Purchases

Business Men Desire Trade With Their Neighbors and Are Taking Pains to See That It Is Improved Wherever Possible.

Want to shop in Washington, even though you may live hundreds of miles away? It's quite easy. Use the parcel post.

Washington merchants are striving to further their trade along this line. It is one of the prime reasons for the "Booster Expedition," which is going to other towns to tell the folks there what they may secure in the National Capital.

The Washington postoffice is eager to care for both the orders that come to the merchants of this city, as well as for the country products which are sold by farmers within a radius of 500 miles to the people of this city. Postmaster Chance has a special force of men detailed to the parcel-post business alone, and is seeking by every means at his command to aid the stores in their shipment of articles to out-of-town patrons.

**More Routes Likely.**

Within a short time it is believed that two additional rural routes will be established from the Capital, similar to the one that now extends to Leonardtown, Md., which is fifty-five miles from Washington.

And local merchants are able to furnish any article that is made. They have special agencies in every industrial center in the world. These agencies are able to order to see that nothing escapes the attention of Washington merchants. Therefore, if you want any article that is small enough to get either into an envelope or onto a flat car, just let them know, and it will come by either parcel post, express or freight.

The parcel-post system has done more to bring the consumers and the producers together than anything else. In the opinion of Postmaster General Burleson and other officials of the Postoffice Department, it makes distance almost a nonentity when shopping is considered. It is recommended by the department as a cheap, expeditious and efficient means for the transportation of merchandise, farm and factory products, and miscellaneous articles.

**Rates Are Reasonable.**

Any parcel carrying valuable goods may be insured for its value, the cost of this insurance being 3 cents for goods worth up to \$5, 5 cents for those up to \$10, 10 cents for those up to \$20, 15 cents for those up to \$30, 20 cents for those up to \$40, 25 cents for those up to \$50, 30 cents for those up to \$60, 35 cents for those up to \$70, 40 cents for those up to \$80, 45 cents for those up to \$90, 50 cents for those up to \$100, and 55 cents for those up to \$110.

The extent to which the Washington merchants are watching every avenue for the sale of goods can be seen when it is known that there has been a plan of making a comprehensive list of the persons sending their farm products to the Capital, so that they receive in return the advertising matter from local stores.

Then, too, several of the stores are mailing the articles purchased here by parcel post without any extra cost to the purchaser on the item of postage. This is considerable of a reduction in itself, inasmuch as many of these packages are fifty pounds in weight and often take as much as 54 cents to pay the postage cost alone.

**May Insure Articles.**

The sender of a mailable parcel may have the price of the article and the charges thereon collected from the person to whom it is addressed upon the payment of a fee of 10 cents in postage stamps affixed, providing the amount to be collected does not exceed \$100. Such a parcel will be insured against loss, without additional charge, in an amount equivalent to its actual value, but not to exceed \$50.

If the farmer wants to mail his produce to Washington firms or private customers, he may be sure that it will not spoil for want of an ice box. There has been established in the postoffice a gigantic refrigerator in which are kept all articles such as butter, eggs and meat until the following day, provided, of course, that they reach the Capital City too late to be delivered on the day of their arrival.

About every three months, the postoffice in Washington makes up a list of the farmers who send their articles to Washington people. These lists are distributed by the postal carriers. Every store receives one, and many of these immediately send their catalogs or other literature to these addresses. The result is that there is growing up a great trade.

## Good Roads Link Western Shore Of Maryland With Capital City

Well-Kept Highways Make Washington Easily Accessible to People of Neighboring State—Truck Service Makes Shopping Here the Logical Thing.

Rome in its day was the capital of the world and all roads led to Rome. Today Washington is the Capital of the United States and incidentally the logical trading center for that portion of the western shore of Maryland which lies west of the Patuxent River, and incidentally all roads from this section lead to Washington.

Maryland has many miles of good road, highways built of macadam or cement, according to the latest known methods of road building. The western shore of Southern Maryland, as it is more commonly known, has its proportionate share of these improved roads. They all gravitate toward one point, running in a northwesterly direction toward Washington, the nearest city of any size.

**Roads Have Made Maryland.**

Since the advent of good roads, this section of Maryland, the oldest settled community in the United States, has taken a new lease of life unto itself. Previous to this time, especially in the lower section, boats were the most common mode of travel, and in many cases the best. They took one where he wished to go and home again, somewhat slowly perhaps, but surely and without trouble.

Roads were an almost unknown thing so far as roads as we consider them today go. They were mere trails through the sand, over which it was hard to transport a load. Streams are numerous in this part of the State, and during rainy weather they were so high that in many cases the fords were impassable. This condition has been largely eliminated, however, with the coming of improved highway conditions. The people are able to move about more on land. Automobiles have become prevalent in this portion of the State.

Residents of Leonardtown, fifty-five miles distant from Washington, now have an automobile bus service between their city and Washington. The road is all macadam or cement, and the trip can be made at train speed. Beyond Leonardtown is St. Marys, the oldest town in the State, and at one time the capital. It is said that the first suffragist in the United States lived there. She was a lawyer and member of the town council.

Continuing down from St. Marys, the road leads to Piney Point, and if one cares to go still farther, he can journey to Point Lookout, where the road ends abruptly at the junction of the Potomac River and Chesapeake Bay.

La Plata, another bustling town of southern Maryland, is thirty-five miles distant from Washington and the center of an agricultural community. Beyond lies Rock Point, a fishing village that is the favorite haunt for the disciples of Isaac Walton. There is a large oyster and crab house here that ships most of its product to Washington. Across the Wicomico River from Rock Point lies Bushwood, where there is a large cannery.

Previous to the advent of good roads this section of Maryland had to depend on the river boats as a mode of getting their produce to Washington, as well as of reaching the city themselves. As it happened, rates to Baltimore were about the same, and as the Baltimore merchants made a strong play for the business of this section, much of the trade went to the Monumental City.

Since the advent of good roads, however, there are several Washington firms who send their automobile trucks through this part of Maryland to deliver goods. In addition there are some truckers who have purchased motor cars for the purpose of running a freight line between the various portions of this peninsula and Washington.

## Shopper Reaches Capital Easily by Many Railroads

Electric and Steam Lines Have 500 Trains Leaving Capital Every Minute Throughout Day for All Towns in Maryland and Virginia.

The National Capital is the logical shopping center for the people of Maryland and Virginia, not solely because of the attractive shops and reasonable prices that it boasts, but in large measure because of its accessibility.

To the man who is buying, convenience is a matter of prime importance. The man who is buying wants to be put to a minimum amount of inconvenience. There are two chief considerations—time and money.

The man who is buying wants to spend a minimum amount of time and a minimum amount of money. But he realizes, of course, that he must spend some money and some time, for it is a fundamental law of life that nothing good ever is attained without sacrifice. Life operates no free lunch counter.

**Washington Readily Accessible.**

So the people of Virginia and Maryland realize that some sacrifice must be made in order to get exactly what they want at prices that are as low as they reasonably could expect. Now the retail merchants of Washington consider it unquestioned that Washington can supply every human need at prices as low as can be found elsewhere, so their prime concern is in convincing the people of these two states in particular that a trip to the National Capital would result in a minimum expenditure of time and money.

Now the retail dealers base their argument not upon emotional appeal, or patriotic or sentimental plea, or attractive oratorical flights, however effective these might be, but solely on bald facts that get their effectiveness from the sheer force of their inherent truth. And these facts are gleaned from the statistical data furnished by the railroads and railways that run like arteries from the far corners of these states to the heart of the section, the very fountain head of existence, the National Capital, the logical shopping center for you.

**Rates Extremely Reasonable.**

Now what do these statistics show? Well, they show that Washington is within easy reach of the remotest corners of both Virginia and Maryland, that the steam and electric lines operate convenient schedules, and that the rates are extremely reasonable, for it should ever be borne in mind that a trip to the Capital will mean not alone a business visit, but a pleasure trip as well. For the beauties of Washington are as a city set upon a hill; the glories cannot be hid. Whether a person desires primarily to see them or not is immaterial; he will see them, nevertheless, and he will be the gainer thereby.

The statistics show that interstate

**BOOSTER COMMITTEE OF RETAIL MERCHANTS' ASSOCIATION.**  
Top row, left to right, Joseph Berberich, E. C. Graham, Charles F. Crane. Bottom row, left to right, Claude E. Miller, Henry Lansburgh, chairman; Charles J. Columbus.



steam and electric railroad service out of Washington give to passengers travel every twelve minutes, on a schedule comparable to the running time, during slack periods, of the ordinary street car system.

**500 Trains Come and Go Daily.**

Trunk lines that bind the National Capital to the nation operate trains almost as frequently as do the electric suburban systems, which in shorter routes, interlace the rich agricultural regions contiguous to the capital and hold together the small towns nearby. One hundred and eighteen trains leave Union Station every day, with 117 arriving. Statistics on the three main electric suburban lines, not including the city systems which operate beyond the District line, give the count at about 135.

The superficial figures were gathered that one may see at a glance the importance of Washington as a business center. More than five hundred trains have their starting and ending points in the National Capital every day.

visions, of course, is that including the steam roads with their interstate and transcontinental schedules. The large number of 235 trains leaving and arriving every twenty-four hours is divided between eight systems, as follows: Pennsylvania, Baltimore & Ohio, Chesapeake and Ohio, Southern, Washington Southern, Norfolk & Western, Atlantic Coast Line and Seaboard Air Line. The Seaboard and Atlantic Coast Line use the Southern tracks, as does the Norfolk & Western, in and out of Washington. In addition, there is the Washington-Sunset special operated by the Southern Pacific, the train being made up here.

**Electric Lines Link Nearby Towns.**

As a trade asset, the interurban lines and extensions are of equal importance to the business life of Washington. The interurban systems lace to the National Capital the thickly populated areas and farming regions surrounding Washington for many miles and bring in thousands of farmer folk and citizens of the suburbs and neighboring towns to do their shopping

in the big stores of Washington. Washington merchants draw shoppers from a radius of thirty and forty miles. A recent trade-booster campaign took District advertising to towns more than a hundred miles distant, while, through the parcels post, their business is transacted 150 and 200 miles away.

These shop-by-day-by-sunset shopping opportunities are offered by interurban lines operating in all directions from the Capital. The housewife, miles from the big department store, is given time to do the routine housework. In the cool of the morning, with the children at school, she takes her train for Washington. Should she desire, she may return to her home, with her buying completed, before schools adjourn for the day.


**Virginia Territory Tapped.**

More than 150 towns and stations are taken in by the Washington-Virginia Railway Company, which operates two divisions, one between Washington, Falls Church and Fairfax, and the other to Alexandria and Mount Vernon. The Washington, Baltimore and Annapolis Electric Railroad, with forty-four trains a day, commands a large area, from which Washington merchants draw customers.

Perhaps the most beautiful route is that covered by the Washington and Old Dominion system, with electric and steam trains in two divisions for Great Falls and Bluemont. The system passes through several large towns and cities, which send many buyers to Washington. The Pennsylvania Railroad operates many special trains for local use between Washington and Baltimore, while the Baltimore and Ohio maintains a special schedule between Washington, Frederick, Hagerstown and Harper's Ferry. The Chesapeake Beach steam road feeds a rich territory south of Washington. The Capital Traction and Washington Railway and Electric Company, the two city systems, operate cars into suburbs considerable distances beyond the District line.

The production of electrolytic iron sheets and tubes from cast iron is the purpose of a process which is being developed by French scientists.

Of English invention is a watch so mounted in a case that can be tilted and laid on a table with the dial in an almost vertical position.



IF IT'S MADE OF  
PAPER YOU CAN  
GET IT AT  
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From the tiny tot with its need for a pencil or tablet to the department store or government department with its need for thousands of tons of paper; from the smallest household need to the largest business requirement—no matter how little or how big it is—"If it's made of paper you can get it at Andrews."

This big paper house can supply any and every article made of paper, and supply it on a minute's notice—a fact that, combined with Andrews' low prices, has made Andrews' service a by-word in the Nation's Capital.

## THE FOLLOWING ARE JUST A FEW OF THE MANY THINGS WHICH WE CARRY

<b>Leather Goods</b> CIGARETTE CASES CALENDARS EMERGENCY CASES FRAMES FANCY PENCIL BOXES HAND BAGS IN AND OUT CARDS JEWELRY CASES MUSIC ROLLS MUSIC CASES MEDICINE CASES MILITARY SETS MANICURE SETS OPERA BAGS PICNIC SETS POWDER BOOKS BRIEF CASES CRIBBAGE BOARDS CARD SETS CARD CASES COLLAR BAGS CIGAR CASES  PAPER NAPKINS PAPER DOILIES	<b>PAPER HATS</b> PAPER TAPE SILK TAPE TALLY CARDS SEALS TAGS CORRESPONDENCE CARDS WRITING PAPER  <b>Office Supplies of Every Description, Including:</b> OFFICE FURNITURE TYPEWRITERS MIMEOGRAPH MACHINES  <b>Safes</b>  <b>For the Home and Office</b> BOND BOXES CASH BOXES DEED BOXES  <b>Personal Needs</b> CANDY BOXES COIN BOXES	<b>COIN CARDS</b> DINNER FAVORS DANCE PROGRAMS DECORATIONS NOISE MAKERS  <b>Cutlery</b> LADIES' POCKET KNIVES GENTS' POCKET KNIVES SCISSORS GILLETTE SAFETY RAZORS GILLETTE BLADES  CIGAR BOXES CIGARETTE BOXES CLIPS CLOCKS CANDLE STICKS CALENDARS DESK SETS DESK PADS HAND BLOTTERS INK WELLS	<b>PAPER KNIVES</b> PEN WIPERS SCALES THERMOMETERS TOBACCO BOXES WEIGHTS SEWING BASKETS SHOE POLISHING OUTFITS TRAVELING CLOCKS TELEPHONE REGISTERS TOOL SETS TRAVELING SLIPPERS TRAVELING CASES TOURIST CASES TIE RACKS THERMOS BOTTLES WRITING CASES WHISKEY FLASKS WALLETS PLAYING CARDS POKER SETS	<b>Automobile Necessities</b> AIR PILLOWS DRINKING CUPS EMERGENCY CASES HOT WATER BOTTLES PICNIC SETS TOOL SETS  <b>Books</b> ADDRESS BIRTHDAY BABY BRIDE BOOK OF GIFTS DATE DIARIES ENGAGEMENT GUEST HASTY LINE MY BOOKS SHOPPING LIST VACATION YEAR BOOK SHEARS SCISSOR SETS	<b>Fountain Pens</b> APCO CONKLIN MOORE STERLING WATERMAN  GOLD PENCILS SILVER PENCILS  <b>Parisian Ivory</b> BRUSHES (Cloth) BRUSHES (Hair) BUFFERS BABY SETS COMBS FRAMES FANS FITTED TRAYS MIRRORS PERFUME BOTTLES SALVE JARS TRAYS
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There are more than a thousand other things in our line which space will not permit us to mention. The best thing for you to do is to COME TO US first REGARDLESS OF WHAT YOU WANT and if we haven't it possibly we can tell you who has.

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